

CALIFORNIA STATE NUTRITION ACTION PLAN: FFY 04-05 progress report

Goal: Increase Fruit and Vegetable Consumption

1. Food & Agriculture: Maximize the use of California grown fruits and vegetables in all FNS nutrition programs in California.

Objectives	Tactics / Activities / Steps	Programs	Date
1.a. By September 30, 2005, promote California grown fruits and vegetables to the general public.	1.a.1. Develop and implement a promotional program for California-grown fruits and vegetables. <ul style="list-style-type: none"> Promotional ads ran for 2 months in 5 media markets. 	CDFA	Ongoing Oct – Nov 2004
1.b. By September 30, 2005, increase use of seasonal fresh fruits and vegetables in school food service and campus wide.	1.b.1. Identify solutions to barriers in procuring, storing, handling, preparing, serving, and promoting fruits and vegetables in schools by evaluating Linking Education, Activity and Food (LEAF) grants and disseminating results. <ul style="list-style-type: none"> Released LEAF fiscal impact report from UC Berkeley that analyzed the findings regarding food service revenues, expenditures and net income of 16 funded sites. Report available at: http://www.cnr.berkeley.edu/cwh/activities/LEAF.shtml Subsequent report on fruit and vegetable procurement and consumption will be released in 1/06. Executive summary released in draft at FNS conference. LEAF findings supported legislation for \$18.2 million increase to School Breakfast program for fruits and vegetables. 	CDE (DB)	4/25/05 9/05 1/06 9/15/05
	1.b.2. Incorporate findings into training programs (Team Nutrition Workshops, CAL-PRO NET, SHAPE, and ABC's of School Lunch) to school personnel. <ul style="list-style-type: none"> Findings incorporated into eight SHAPE California regional meetings. LEAF fruit and vegetable data disseminated to Child Nutrition Directors through <i>Fruit and Vegetables Galore</i> Training. 	CDE (DB, JL)	Fall 2005 Summer 2005
	1.b.3. Identify mechanisms to increase fruit and vegetable procurement through the Department of Defense (DOD) Fresh Fruit and Vegetable Program <ul style="list-style-type: none"> Identified California grown produce on CDE's offering list to districts. 	CDE CDFA DOD Work group	Fall 2004

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<p>1.c. By September 30, 2005, expand statewide efforts to coordinate and promote Farm-to-School initiatives.</p>	<p>1.c.1. Convene key stakeholders to identify what has been done, discuss what is being planned and determine what gaps exist.</p> <ul style="list-style-type: none"> First convening of stakeholders via conference call. Survey of key state level agencies and organizations compiled. Subsequent conference call convened. Proposal submitted to CPNS/DHS, CDE, DSS, CDFA to provide support for establishing state level coordination group. <p>1.c.2. Establish Farm-to-School Steering Committee.</p> <ul style="list-style-type: none"> Steering Committee leader selected. Steering Committee met twice to identify agencies, organizations, and individuals to solicit participation on the state level work group and to identify Farm to School programs and the model that they are using. <p>1.c.3. Develop an action plan, to overcome barriers and fill gaps, that includes local input.</p> <ul style="list-style-type: none"> Completion date moved to 9/30/05. Legislative hearing to identify barriers to farm-to-school held. Vision and Mission statements drafted and roles and responsibilities defined; identified potential members/organizations to solicit participation on California's Farm-to School Task Force First meeting of statewide task force scheduled for 11/04/05 <p>1.c.4. Assess effective strategies used by the National Farm-to-School collaborative when developing the action plan.</p> <ul style="list-style-type: none"> Steering Committee met to evaluate models. <p>1.c.5. Implement action plan.</p> <ul style="list-style-type: none"> Delayed until 11/04/05 meeting of Task Force. 	<p>Network UCD (HM)</p> <p>Network (HM)</p> <p>Network CDE CDFA UCD DSS</p> <p>CDE (DB)</p> <p>Farm-to-School Task Force</p>	<p>2/28/04 4/15/04</p> <p>4/30/04 6/01/04</p> <p>6/01/04 3/28/05</p> <p>By 9/30/05 4/13/05</p> <p>9/30/05</p> <p>11/04/05</p> <p>Spring 2005</p> <p>Delayed until 11/05</p>
<p>1.d. By September 30, 2005, obtain USDA approval</p>	<p>1.d.1. Explore the feasibility of, and funding options for, a California based fruit and vegetable WIC pilot project.</p>	<p>WIC</p>	

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for WIC program participation in fruit and vegetable pilot projects.	<ul style="list-style-type: none"> • In progress. <p>1.d.2. Propose to USDA that California be selected as one of the ten WIC fruit and vegetable pilot states.</p> <ul style="list-style-type: none"> • Pilot projects have not been initiated by USDA. 		
1.e. By September 30, 2005, increase the number of certified farmers' markets serving low-income communities that utilize Electronic Benefits Transfer (EBT).	<p>1.e.1. Continue work with DSS, the Health and Welfare Data Center, Morgan Stanley, and local advocates to target, train, promote and evaluate the introduction of EBT into the top fifty farmers' markets for food stamp redemption.</p> <ul style="list-style-type: none"> • EBT/Farmers' Market Advisory Committee meets regularly, includes: CDSS EBT Project staff, HHSDC EBT Project staff, the Ecology Center, Food Stamp advocacy organizations, and representatives of farmers' markets. • Nearly 70 farmers' markets are equipped to accept the Golden State Advantage Card, primarily using a centrally located wireless POS device along with the use of scrip. • Five county coordinators continue outreach to new farmers' markets not converted to EBT and promote use of EBT cards at farmers' markets who accept them. • The Ecology Center has recently produced its first newsletter and will activate a web page titled, "The California Farmers' Market Electronic Benefits Transfer (EBT) Implementation and Promotion Project." • The Ecology Center developed materials for farmers' markets: <ul style="list-style-type: none"> • A Simple Guide for Farmers' Market Managers • State EBT Scrip Guidelines • State EBT Scrip Participation Agreement • A wide variety of record-keeping forms, markets descriptions, and vendor agreements • A boilerplate EBT/Food Stamps/Farmers' Market promotional brochure available on CD-ROM that can be customized for use in individual counties. Over 500,000 of these types of brochures have been printed and distributed primarily to current Food Stamp households through county Food Stamp Programs. 	DSS Network	Ongoing

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	<ul style="list-style-type: none"> Information at: http://www.ecologycenter.org/ebt/ 		
1.f. By September 30, 2005, expand cooperation between growers, retailers and food banks to get more California products to food banks.	1.f.1. Identify and eliminate barriers to access of surplus farm products, using surveys of local food banks. <ul style="list-style-type: none"> Five local food banks surveyed. 	DSS CDFA	Nov. 2004
1.g. By September 30, 2005, secure matching funds for the WIC Farmers' Market Nutrition Program (FMNP).	1.g.1. Working with county Agriculture Departments and Farmers' Market Managers, develop and implement a time-match documentation model for WIC FMNP. <ul style="list-style-type: none"> Time-match documentation model was developed and implemented in the 2005 season. 1.g.2. Maintain current participation; plan in 2005 for growth in 2006. <ul style="list-style-type: none"> A national grant level decrease resulted in a decrease in participation of about 25%. Efforts to identify additional funding are now focused on funding a fruit and vegetable demonstration project rather than FMNP expansion. 	WIC (MvE) CDFA CAFM	5/01/04
2. MoU: Adopt and implement a 5 a Day Memorandum of Understanding that California's FNS programs use to increase fruit and vegetable consumption.			
2.a. By July 30, 2004, all partners will sign a 5 a Day Memorandum of Understanding (MoU).	2.a.1. Email electronic copy of MoU to partners. 2.a.2. Each partner will write and get internal approval for their agency's provisions of the MoU and email to Sue Foerster by Feb. 20, 2004. 2.a.3. CDFA and UCD will send their drafts to Sue by 4/15. 2.a.4. Sue will provide the edited introduction and all 5 sections to everyone at next SNAP meeting.	KB SF SF FNS	1/30/04 2/20/04 4/15/04 6/3/04

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	<p>2.a.5. Programs will edit and finalize and return the document to Karen by June 15, 2004.</p> <p>2.a.6. MoU final draft presented at June 30, 2004 meeting.</p> <p>2.a.7. Send MoU document up the chain in partner agencies for approval. Goal: Approval at Branch/Division Chief level by 7/30/04.</p> <ul style="list-style-type: none"> Signed 8/25/04 	pro-grams	<p>6/15/04</p> <p>6/30/04</p> <p>8/25/04</p>
3. Policy and Initiatives: Work collaboratively to ensure national and state nutrition related policy and initiatives promote fruit and vegetable consumption.			
3.a. Through June 30, 2005, positively influence the Institute of Medicine (IOM) review of the WIC food package, specifically giving input on increasing fruit and vegetables.	<p>3.a.1. Recommend names of subject matter experts to ensure panel members on the IOM committee are knowledgeable about WIC operations and prenatal and early childhood nutrition.</p> <ul style="list-style-type: none"> California WIC recommended two of the 12 IOM committee members to USDA. <p>3.a.2. Attend public hearing(s) of the IOM Committee to provide input and feedback on the process and on the potential recommendations of the Committee.</p> <ul style="list-style-type: none"> Linnea Sallack, Director and Mandeep Punia, Food Package Specialist, of California WIC, presented at one of two public forums held in Los Angeles. Pat Gradziel moderated the Grocer panel at this forum. <p>3.a.3. Provide input to the Committee as the opportunity arises.</p> <ul style="list-style-type: none"> IOM report released with recommendations to include fruit and vegetables beginning with baby food at 6 months of age. 	<p>WIC (LS)</p> <p>WIC (LS)</p> <p>WIC</p>	<p>12/15/03</p> <p>7/22/03</p> <p>April 2005</p>
3.b. By June 30, 2005, the California Department of Health Services (CDHS), CDE, and CDFA will work	<p>3.b.1. Encourage the Superintendent's Task Force on Obesity, Diabetes and Cardiovascular Disease to promote fruit and vegetable consumption as part of a comprehensive obesity prevention strategy.</p> <ul style="list-style-type: none"> Superintendent's Task Force released recommendations that included 	CDE (PBP)	12/04

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collaboratively on activities related to nutrition, obesity prevention, and promotion of fruit and vegetable consumption.	<p>increasing the quality of quantity of health education to promote healthful eating and obtaining State Board of Education approval of health standards by 2007. Recommendations also addressed ensuring the availability and quality of healthy foods and beverages served and sold at and by schools. Recommendations available at: http://www.cde.ca.gov/ls/he/cd/recommendations.asp</p> <ul style="list-style-type: none"> • “Healthy Children ready to learn” , a white paper on health, nutrition, and physical education, is available at: http://www.cde.ca.gov/eo/in/se/yr05healthychildrenwp.asp 		10/29/04
	<p>3.b.2. Encourage the State Board of Education Child Nutrition Advisory Council (CNAC) and the State Board of Education to promote fruit and vegetable consumption as part of a comprehensive obesity prevention strategy.</p> <ul style="list-style-type: none"> • CNAC developed an issue paper for the State Board of Education regarding the role of schools in preventing childhood obesity, titled “How the California Department of Education Can Create Healthy Learning Environments for Children and Youth”. 	CDE	9/04
	<p>3.b.3. Encourage the promotion of fruit and vegetable consumption in Health and Human Services Agency initiatives on nutrition, physical activity and obesity prevention.</p> <ul style="list-style-type: none"> • Issued “The Economic Costs of Physical Inactivity, Obesity and Overweight in California Adults: Health Care, Workers’ Compensation, and Lost Productivity”. http://www.dhs.ca.gov/ps/cdic/CPNS//press/downloads/CostofObesityToplineReport.pdf • Facilitated publication/distribution of “Understanding Nutrition – A Primer on Programs and Policies in California” by the California Center on Research for Women and Families as a means of expanding public and policymaker understanding of issues and coalescing support for stronger policies and practices within State government. <ul style="list-style-type: none"> • Submitted Governor’s Obesity Prevention Initiative, • Presented the results of research on “Fruits and Vegetables and 	Network WIC DSS (SF, CC)	April 2005 Fall 2004

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	<p>Physical Activity at the Worksite: Business Leaders and Working Women Speak Out on Access and Environment”.</p> <ul style="list-style-type: none"> • CDHS and the California Task Force on Youth and Workplace Wellness • Held a press conference for the Task Force to present their first California Fit Business Awards to recognize employers who model and value employee health in the workplace. • Staff serve on CDHS Employee Advisory Committee for CDC funded CDHS Worksite Wellness grant. • CPNS staff Terri Soares served on the State Superintendent of Public Instruction’s Task Force on Childhood Obesity, Type 2 Diabetes and Cardiovascular Disease • CDHS, CDE and CDFA met and provided TA to advocates regarding potential legislative proposals on topics such as Farm-to-School and fruit and Vegetable Snack projects. • CPNS staff (Backman, Carman, Sugerman) provide scientific and intervention leadership for DHS/CHI Worksite research project funded by CDC; planning for farmers’ market and healthy foods in DHS vending machines is underway • CPNS staff conduct bill analysis that include recommendations for inclusion of fruits and vegetables in proposed state laws 		
3.c. By September 30, 2005, promote increased participation in the school lunch and breakfast programs and increased access to fruits and vegetables throughout school campuses.	<p>3.c.1. Twelve Linking Education, Activity and Food (LEAF) grantees develop strategies to include increased access to fruits and vegetables. Nine districts pilot test strategies. LEAF evaluation completed.</p> <ul style="list-style-type: none"> • By the end of the grant period, all 16 funded districts had policies recommended for increasing fruits and vegetables, available at: http://www.californiahealthykids.org/c/@MsgNaYs6mEAqY/Pages/index.html • Report information and contacts at: http://www.cde.ca.gov/nr/ne/yr05/yr05rel49att.asp <p>3.c.2. Collaborate with DHS California Project LEAN (Leaders Encouraging</p>	CDE	9/04
		CDE	6/05

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	<p>Activity and Nutrition) on policy development and implementation that promotes fruit and vegetable consumption.</p> <ul style="list-style-type: none"> Technical assistance was provided by Project LEAN on policy development. 	(DB)	
	<p>3.c.3. Conduct and analyze survey of school districts regarding interest in policy development that includes addressing the availability of fruits and vegetables.</p> <ul style="list-style-type: none"> With funding from the 2002 Team Nutrition Grant, CDE contracted with U.C. Berkeley Center for Weight and Health to survey the SHAPE California school districts regarding policy development and to conduct in-depth interviews with ten of the responding districts on control of sales of competitive beverages on their campuses. A total of 34 districts responded to the survey. The results of the survey have been analyzed and tabled into graphs. In ten districts, in-dept interviews were conducted with 50 personnel including administrators, food service staff and program advisors for student clubs. 	CDE (JL)	5/05
	<p>3.c.4. Promote fruit and vegetables via Local Incentive Awardees' (LIA) Scopes of Work negotiated with school districts and with agencies working with school districts.</p> <ul style="list-style-type: none"> Promotion accomplished through negotiated SOW activities; technical assistance provided by CPNS staff including regional Nutrition Education Coordinators, Program Managers and policy staff; SHAPE California meetings; and referrals to the CA Healthy Kids Resource Center. 	Network (HM)	FFY 04-05
	<p>3.c.5. Develop, test, and distribute the <i>Fruit & Vegetable Availability</i> module for use in elementary schools (augmentation to the School Health Index).</p> <ul style="list-style-type: none"> Module drafted and reviewed by State and national experts. Pilot testing delayed until 2006. 	Network CDE (AF)	
	<p>3.c.6. Pilot test the <i>Communities of Excellence</i> indicators for nutrition, physical</p>	Network WIC	

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	<p>activity and obesity prevention.</p> <ul style="list-style-type: none"> Indicators drafted and reviewed by key staff in NSD/CDE. Updated to incorporate new local wellness policy requirements. Pilot test delayed until early 2006. Developed indicators for breastfeeding and drafted general indicators for incorporation into WIC Nutrition Services Plan. WIC will coordinate with Network and CDE to develop indicators for preschool children. The three initial areas of focus will be (1) neighborhood environment around food access; (2) local health department infrastructure and (3) political will. 	CDE	<p>3/30/05</p> <p>Early 2006</p>
4. Participation: Increase total participation in all FNS partner programs, which will result in increased fruit and vegetable purchasing power among low-income families.			
4.a. By September 30, 2005, improve coordination of direct certification among FSP, CDE's Child Nutrition Programs and Medi-Cal.	<p>4.a.1. CDE to conduct meetings between DSS, DHS, CDE and other state agencies as necessary to identify enhancements to implementing direct certification.</p> <ul style="list-style-type: none"> Created an interagency/advocacy committee to plan for state level data matching to certify student eligibility for free school meals. Committee met and formed three work groups: <ol style="list-style-type: none"> Data Confidentiality Data Management Policy "Lessons Learned" Conference Call with schools, which have experience data matching at the local level. CDE is partnering with California Food Policy Advocates (CFPA), who sponsored state legislation to require that direct certification be implemented through an electronic data matching system. AB 1385 filed with Secretary of State 9/28/05. Memorandum of Agreement signed by CDE and DSS. <p>4.a.2. Implement enhancements to direct certification.</p>	<p>CDE DSS DHS</p> <p>CDE DSS</p>	<p>12/04</p> <p>3/02/05 Ongoing</p> <p>3/25/05</p> <p>9/28/05 6/30/05</p> <p>1/1/06</p>

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	<ul style="list-style-type: none"> MoU being developed to put in place a data exchange system between DSS and/or DHS and CDE. <p>4.a.3. Promote direct certification and encourage school districts and county welfare departments to participate.</p> <ul style="list-style-type: none"> Presentations to various partnering organizations have promoted the value of state-level direct certification. 	DHS	
		CDE DSS	Ongoing
4.b. By Sept. 30, 2005, expand strategies to increase participation in school lunch, school breakfast, after-school snacks and summer meal programs for children.	<p>School Lunch:</p> <p>4.b.1. Conduct Summer Food Service Program (SFSP) sponsor workshops that include strategies to expand participation and encourage fruit and vegetable consumption.</p> <ul style="list-style-type: none"> Twelve workshops with SFSP sponsors were conducted that address the serving of fruits and vegetables as a part of the required meal pattern, and the importance of local level outreach to increase participation. <p>4.b.2. Conduct a minimum of two “ABCs of School Lunch” workshops in collaboration with the Community Alliance of Family Farmers (CAFF) and the Center for Food and Justice’s Farm-to-School coordinator.</p> <ul style="list-style-type: none"> First workshop held in Sonoma County; 2nd in Compton (Los Angeles County); 3rd in Fresno; 4th in Riverside. <p>School Breakfast:</p> <p>4.b.3. Determine status of School Breakfast Campaign and Los Angeles collaborative.</p> <ul style="list-style-type: none"> The collaborative held a press conference at an elementary school and released a breakfast brief. 35 English and Spanish billboards promoting healthy breakfast were placed near low-income schools throughout Los Angeles for a 30 day period. Additional billboards were placed. 	CDE	Summer 2005
		CDE Network	5/24/05 6/05
		CDE, Network	3/04 12/04

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	<p>4.b.4. Continue to administer the school breakfast expansion grants.</p> <ul style="list-style-type: none"> Providing state funding of over \$1 million dollars in FY 04-05 to 34 schools, in grants of up to \$15,000 each, for expansion of their school breakfast program. Another round of funding is planned if funding is made available in the State budget for FY 05-06 The grant guarantee for FY 2006 will emphasize allowability of grant funds for equipment and other expenditures needed to process fresh fruits and vegetables. 	CDE	12/04-2/05 6/05
	<p>4.b.5. Research current efforts by partners to increase school breakfast participation.</p> <ul style="list-style-type: none"> Developed a plan to increase fresh fruits and vegetables offered by 1 serving for the school breakfast programs and supported by nutrition education and sampling program, professional development, educational materials, and evaluation. This effort reached fruition with signature of SB 281 by Governor, adding \$18.2 million for school breakfast. 	CDE	01/31/07 9/05
	<p>4.b.6. Continue support of Nutrition Network regions, Local Incentive Awardees (LIAs) and special projects promoting participation in child nutrition programs.</p> <ul style="list-style-type: none"> <i>Network contracts are limited to promotion of FNS Special Nutrition programs, increasing awareness of the availability and nutritional benefits of CNP and WIC. Promotion efforts are conducted in the context of nutrition education, not the primary objective of any activity, intervention or event. The Network may co-sponsor cooperative projects such as a school breakfast campaign provided that it is one of multiple sponsors and there is no supplantation of CDE responsibility.</i> 	Network	Ongoing
	<p>New Projects:</p> <p>4.b.7. Assess and implement any new pilots authorized and funded in California per the Child Nutrition Reauthorization Act of 2004.</p> <ul style="list-style-type: none"> No pilots authorized for WIC. 	CDE Network WIC CDFA	By 9/30/05

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	<ul style="list-style-type: none"> California was designated by Congress to pilot the streamlining of participation in CNP by allowing SFSP sites to serve after-school snacks during the school year. <p>4.b.8. Administer any state or federal pilot projects related to offering fresh fruits and vegetables on school campuses.</p> <ul style="list-style-type: none"> Developed a plan to increase fresh fruits and vegetables offered by 1 serving for the school breakfast programs and supported by nutrition education and sampling program, professional development, educational materials, and evaluation. \$18.2 million allocated. <p>4.b.9. Work to promote Provisions 2 and 3, which streamline options that allow schools to offer free meals to all students.</p> <p>4.b.10. Provide regional training on marketing the school meals programs.</p> <p>4.b.11. Increase choices and availability of fruit and vegetables campus-wide through reimbursable meals, à la carte, vending machines and school stores.</p>	CDE Network	9/16/05
		CDE (JL)	By 9/30/05
		CDE	Ongoing
		CDE	Ongoing
4.c. Through September 30, 2005, WIC staff will promote referrals of eligible WIC families to the Food Stamp Program (FSP).	<p>4.c.1. Provide the FSP pamphlet to local WIC programs.</p> <ul style="list-style-type: none"> FSP pamphlet is available to local WIC programs through WIC warehouse. <p>4.c.2. Promote use of WIC-FSP pamphlet by local WIC agencies at CWA conferences.</p> <ul style="list-style-type: none"> Offered session at conference on access to food. <p>4.c.3. Educate WIC families about WIC and FSP benefits.</p>	WIC DSS (CC)	Ongoing
			4/18-20/05
			Ongoing
4.d. By September 30, 2005, the Food Stamp access pilot project, with the	4.d.1. Food Stamp access project with California Association of Food Banks meets year-end objectives in the key result areas of leadership, evaluation design, media and retail communications, direct services, improved	Network (FB)	By 9/30/05

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California Association of Food Banks, completes first phase of pilot activities and determines feasibility of continuing or expanding Food Stamp access activities for second year in order to increase participation.	<p>organizational practices and policies, and collaboration with MCH programs, including WIC, in up to 6 targeted counties.</p> <ul style="list-style-type: none"> • Began contract with California Association of Food Banks (CAFB) to provide Food Stamp Outreach programs. • Eleven county food banks via subcontract with CAFB provide Food Stamp Outreach to food bank clients. • Six high priority counties were identified by the FANOut Committee. • Food Stamp participation in California increased nearly 13% from October 2003 to October 2004. 		<p>3/04</p> <p>10/04</p>
4.e. By September 30, 2005, develop internal and external collaborative efforts to increase participation in food assistance programs. Work with outside partners.	<p>4.e.1. Through the Food Stamp and Nutrition Education Outreach and Participation Committee (FANOut) and the Interagency Food Assistance Consortium (IFAC), work to develop a state plan to increase participation in federal assistance programs.</p> <p>FANOut= convened by Network. IFAC= convened by the Department of Social Services (DSS).</p> <ul style="list-style-type: none"> • The <i>Network</i> convened the Food Stamp and Nutrition Education Outreach and Participation Committee (FANOut) four times last year, bringing together DHS, DSS, UCD and CDE, and USDA WRO, along with representatives from County Food Stamp offices, FSNE projects and community based organizations. • Developed recommendation regarding participation in federal food assistance programs. • Provides guidance and strategic planning on a variety of issues, including EBT in Farmer's Markets, synergy between agencies and programs, and nutrition education in Food Stamp offices. • Six high priority counties were identified and resources focused there. • UC Davis nutrition education (FSNE) works with partner agencies to recruit food stamp families that participate in education focused at increasing fruit and vegetable consumption. 	<p>Network CDE WIC FSP UCD</p>	<p>Ongoing</p> <p>Quarterly</p> <p>Ongoing</p>

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4.f. Through September 30, 2005, promote WIC participation through the Child and Adult Care Food Program (CACFP).	<p>4.f.1. Continue local level distribution of WIC information by CACFP participating childcare centers and family day care homes.</p> <ul style="list-style-type: none"> Discussions of the benefit of CACFP participants promoting the WIC Program were held at bi-monthly Roundtable Advisory Board Meetings. Reviewed promotional brochure developed by the Roundtable. <p>4.f.2. Explore additional avenues to encourage local collaboration between CACFP and WIC.</p> <ul style="list-style-type: none"> State level staff met to plan increased coordination. 	CDE WIC	Ongoing 9/05 5/11/05
4.g. Through September 30, 2005, encourage WIC participation in the Summer Food Service Program.	<p>4.g.1. Continue promotion of SFSP participation within the WIC community.</p> <ul style="list-style-type: none"> Promotion efforts in 2004 resulted in one WIC program, Alameda County, participating in the National School Lunch Program summer seamless feeding option. Several local WIC agencies provided referrals to SFSP sites as part of their referral activities. <p>4.g.2. Include WIC/SFSP success stories in CDE SFSP 2005 Regional Training series and the annual WIC conference.</p>	CDE WIC (MvE)	Ongoing
4.h. Through September 30, 2005, research strategies to link Food Stamps and the CACFP and SFSP programs.	<p>4.h.1. Explore possibility of distribution of Food Stamp information by participating sponsors and sites.</p> <p>4.h.2. Explore strategies to utilize a "direct certification" process between Food Stamps, CACFP and SFSP.</p>	CDE (CB)	By 9/30/05
5. Nutrition Education: All FNS funded programs will provide information, education and resources to increase fruit and vegetable consumption in their target populations.			
5.a. By September 30, 2005, increase use of school based instructional	<p>5.a.1. Continue existing CDE and industry efforts.</p> <p>5.a.2. The Superintendent of Public Instruction and the Secretary of Agriculture</p>	CDE CDE	Ongoing

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gardens to promote fruit and vegetable consumption.	will jointly promote school gardens. • The Superintendent and Secretary have met, and CDE and CDFA are developing a MOU to outline their plans for collaboration.	CDFA DHS	
	5.a.3. Reinforce, in Farm-to-School efforts, the role of gardens as one of the four Farm-to-School components (farm field studies, nutrition education, food on campus, and gardens). • The Farm to School Steering Committee met three times and reinforced the important role of school gardens. In addition, the California School Garden Network (CSGN), which includes CDE, DHS, CDFA and other partners, met twice to develop a collaborative strategy to increase the number of school gardens and help sustain school gardens.	CDE Network	
5.b. By October 2004, disseminate <i>Fruits and Vegetables Galore</i> to schools districts and some health care agencies.	5.b.1. Coordinate collaborative training for school districts and health care agencies, working through existing channels (e.g. SHAPE California, Regional Lead Agencies for Nutrition Network, and larger school districts). • SHAPE California regional meetings held in Nov/Dec 2004 focused on strategies for increasing availability of fruits & vegetables in school classrooms, cafeterias, and communities. Training was provided by USDA FNS Western Region Office to all attendees on <i>Fruits and Vegetables Galore</i> • Six SHAPE regional meetings focused on theme of school wellness policies.	CDE Network	11/04 & 12/04 5/05 – 6/05
5.c. By September 30, 2005, develop and implement a WIC participant 5 a Day education campaign.	5.c.1. Include messages about fruit and vegetables and appropriate quantities of juice with implementation of new juice contracts. • Education materials provided with change in juice contract containing a message on appropriate juice amounts for children.	WIC (ET, CC)	6/04
	5.c.2. Add nutrition messages, including the importance of fruits and vegetables, in the WIC Shopping Guide. • Nutrition messages and 5 a Day logo in WIC Shopping Guide.		7/04

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	<p>5.c.3. Develop and distribute recipe cards with child friendly recipes to WIC participants.</p> <ul style="list-style-type: none"> Child friendly recipes were placed on WIC web page for use by local WIC agency, staff and participants. <p>5.c.4. Establish a link to the 5 a Day web site from the WIC web site.</p> <ul style="list-style-type: none"> Link to 5 a Day web site added to WIC web site. <p>5.c.5. Develop and disseminate posters promoting fruits and vegetables to local WIC programs.</p> <ul style="list-style-type: none"> Local agencies have access to 5 a Day posters and did not want another poster developed by State WIC. 		<p>4/04</p> <p>7/04</p>
5.d. By September 30, 2005, develop and implement a WIC staff 5 a Day education campaign.	<p>5.d.1. Provide staff training and staff contests (e.g. recipe contests, team competition, etc.).</p> <ul style="list-style-type: none"> WIC staff implemented worksite program at State office titled: Working Well at WIC. <p>5.d.2. Communicate to WIC authorized grocers about the WIC 5 a Day campaign.</p> <p>5.d.3. Explore using the 5 a Day logo on WIC shelf talkers.</p>	WIC (CC)	9/04 Ongoing
5.e. By September 30, 2005, include <i>Eating the Rainbow</i> classes in 70% of WIC Farmer's Market Nutrition Program sites.	<p>5.e.1. Complete field-testing and revision of <i>Eating the Rainbow</i> lesson plan.</p> <ul style="list-style-type: none"> Field-tested and revised <i>Eating the Rainbow</i> lesson plan. <p>5.e.2. Distribute <i>Eating the Rainbow</i> lesson plan to all WIC agencies.</p> <ul style="list-style-type: none"> <i>Eating the Rainbow</i> lesson plan is on WIC web site in both English and Spanish for local agency use. 	WIC (ET, CC)	11/04 12/04
5.f. By September 30, 2005, expand 5 a Day sub-	5.f.1. Expand retail, restaurant, grower, brand, work site, and faith-based campaigns, as resources become available.	Network (SF)	Ongoing

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campaigns, especially to middle income communities.			
5.g. Annually, integrate nutrition message in <i>Ag Day</i> .	5.g.1. CDFA contacts FNS partners to arrange participation in annual <i>Ag Day</i> at the state capitol. <ul style="list-style-type: none"> Ag Day was held March 14, 2005 at the West Steps of the Capitol with CPNS and 5 a Day hosting a booth. CDE participated by presenting on garden-based learning. 	CDFA & FNS partners	3/16/04 3/14/05
5.h. By February 2005, showcase best practices in school districts and child care agencies.	5.h.1. Fund fifteen school districts and child care agencies to refine, pilot test and showcase best practices in six designated areas. <ul style="list-style-type: none"> Thirteen grantees completed their funding period and submitted their final projects. 5.h.2. Monitor and showcase the best practices of grantees. <ul style="list-style-type: none"> The evaluation contractor, U.C. Center for Weight and Health, is analyzing and providing a summary report on the grantees' showcasing events to determine the replicability of the projects. The Best Practice Advisory Workgroup met April 21, 2005 to review the submitted projects and make recommendations for publication. 	CDE (JL)	4/1/04 2/28/05 6/05
5.i. By June 2005, conduct a minimum of 10 regional SHAPE California meetings.	5.i.1. Collaborate with the Nutrition Network to plan and conduct five regional SHAPE California meetings in Fall 2004 and in Spring 2005. Attendees will include child nutrition program directors, teachers, curriculum specialists, public health professionals, and other community members. <ul style="list-style-type: none"> Network support was provided by 4 regional nutrition education coordinators and lead nutrition education coordinator in the design and implementation of 5 meetings in fall 2004. Network support provided by 5 nutrition education coordinators in the design, logistical arrangements, and dissemination of announcements for 6 spring 2005 meetings. 	CDE, Network (JL & HM)	Fall 2004 Spring 2005
5.j. By September 30, 2005, develop marketing	5.j.1. Design, package and disseminate <i>Harvest of the Month</i> resource kit. <ul style="list-style-type: none"> Contract with media firm executed. 	Network CDE	

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resources for school districts that promote seasonal California produce.	<ul style="list-style-type: none"> Hired nutrition education specialist to oversee project. <p>5.j.2. Train state and local staff to implement the campaign.</p> <ul style="list-style-type: none"> Training plan has been drafted. First training conducted at spring 2005 SHAPE meetings. Subsequent trainings to be offered during the August 2005 Social Marketing Conference. Additional trainings may be offered, depending on need. 	CDFA (HM, Network Market- ing Team) Network CDE	8/04 9/04 Spring 2005 8/05
5.k. By September 30, 2005, evaluate nutrition education efforts to increase fruit and vegetable consumption.	<p>5.k.1. Through nutrition education contracts, focus on delivery methods and evaluation of fruit and vegetable consumption in target audience.</p> <p>5.k.2. Analyze results of <i>Fruit & Vegetable Pilot Impact Evaluation Project</i> in selected LIAs; make recommended revisions and establish timeline for broader implementation.</p> <ul style="list-style-type: none"> Preliminary results reported in "Frontline Report of 2003-2004 Impact Evaluation". Submitted results to American Evaluation Association for presentation in October 2005. <p>5.k.3. Analyze results of LEAF pilot grants and make recommendations based on their effective environmental strategies.</p> <ul style="list-style-type: none"> Internal review conducted in winter 2004-05. Results being analyzed by U.C. Berkeley Center for Weight and health, with release scheduled for spring 2006. 	FSP Network (AF, CP) CDE (DB)	By 9/30/05 1/05 By 3/1/06
6. Economic Benefits: Promote the benefits to the California economy of increased participation in FNS nutrition programs and specifically to the agricultural economy with increased consumption of fruits and vegetables.			
6.a. By September 30, 2005, develop documents for use in promoting the benefits to the California economy of increased fruit and vegetable consumption	<p>6.a.1. Complete a report on the benefits of increased fruit and vegetable consumption.</p> <ul style="list-style-type: none"> Release "Does 5 A Day Pay: Potential Gains to Growers from Increasing Consumption of Fruits and Vegetables to Levels Recommended in a Cancer Prevention Diet". http://aic.ucdavis.edu/pub/briefs/brief27.pdf 	Network (MM)	August 2004

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	<p>6.a.2. Complete a Topline report.</p> <ul style="list-style-type: none"> The report cited above in 6.a.1. functions as the topline report. <p>6.a.3. Convey information to decision makers.</p> <ul style="list-style-type: none"> Report was distributed by CA Secretary of Food and Agriculture to Washington legislators and to state Secretaries, Commissioners and Directors of Agriculture at the NASDA Specialty Crop Task Force meeting. in February, 05 <p>6.a.4. Enlist the California Institute for the Study of Specialty Crops at Cal Poly to quantify economic impact.</p> <ul style="list-style-type: none"> "Examining Potential Changes in Nutrition Recommendations and Implications for Specialty Crops in California" study underway, began September 2004. Scheduled for completion March 2006. 	CDFA	August 2004
		CDFA	February 2005
		CDFA	Sept. 2004 to March 2006
6.b. By September 30, 2005, promote the economic value of the WIC FMNP.	<p>6.b.1. Promote the FMNP with stakeholders by providing information to decision makers regarding opportunities for expansion.</p> <ul style="list-style-type: none"> No funds for expansion available. 	WIC (MvE) CDFA	By 9/30/05
7. Food Handling: All FNS funded programs will provide information and education about food handling, storage and preparation to their target audience. If relevant, information about merchandizing will also be provided.			
7.a. By September 30, 2005, develop and provide various resources for food safety education.	<p>7.a.1. Post lesson plans on food handling, preparation, and storage on the WIC web site.</p> <p>Additional information on food safety can be obtained from:</p> <ul style="list-style-type: none"> U.S. Food and Drug Administration Food Information Hotline at (888) SAFE FOOD or Web site www.cfsan.fda.gov U.S. Department of Agriculture Meat and Poultry Hotline at (800) 535-4555 or Web site www.fsis.usda.gov. National Partnership for Food Safety Education's "Fight BAC" (bacteria) Web site www.fightbac.org/. 	WIC (ET)	Ongoing

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	7.a.2. Gather information on training opportunities and post them on the WIC training bulletin.	WIC (CC)	Ongoing
	7.a.3. Finalize and distribute online through the California Healthy Kids Resource Center, a food safety curriculum for elementary students.	CDE	Ongoing

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